

KYW TV3

1555 Hamilton Street, . PHILADELPHIA PA 19130

KYW TV3

CONTRACT NO. REV.

1041-80105-1

DATE PRINTED

08/20/12

AND

PAGE 1

254304 AGENCY (OR SERVICE) ACTING AS AGENT FOR 329097 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME SRCP MEDIA

TOM SMITH FOR SENATE

Cancellation Notice

AND 201 N Union St Ste 200

333 Allegheny Ave Ste 202

Required

ADDRESS Alexandria VA 22314-2651

Oakmont PA 15139-2072

Announcement 28 days

USA

USA

prior notice

CONTACT BETSY VONDERHEID

PRODUCT#214

LOCAL SALESPERSON JOHN LINK POL.

AGENCY EST. NO.
214

PRODUCT CODE 9820

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 08/21/12 AND ENDING 08/27/12 NO. WEEKS: 1

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BOCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	T-F	4	05:58A	07:00A	30S	08/21/12-08/24/12	THIS MORNING (5:58-7AM)	4	650.00	2600.00
2	M	1	05:58A	07:00A	30S	08/27/12-08/27/12	THIS MORNING (5:58-7AM)	1	650.00	650.00
3	T-F	4	06:58A	09:00A	30S	08/21/12-08/24/12	THE EARLY SHOW	4	400.00	1600.00
4	M	1	06:58A	09:00A	30S	08/27/12-08/27/12	THE EARLY SHOW	1	400.00	400.00
5	Sa	1	06:00A	06:57A	30S	08/25/12-08/25/12	WEEKEND NEWS SAT 6-7AM	1	400.00	400.00
6	Su	1	06:58A	09:00A	30S	08/26/12-08/26/12	WKND NEWS SUN 7-9A	1	350.00	350.00
7	Su	1	08:57A	10:30A	30S	08/26/12-08/26/12	CBS SUNDAY MORNING	1	900.00	900.00
8	T-F	2	10:58A	12:00N	30S	08/21/12-08/24/12	THE PRICE IS RIGHT	2	700.00	1400.00
9	M	1	10:58A	12:00N	30S	08/27/12-08/27/12	THE PRICE IS RIGHT	1	700.00	700.00
10	T-F	2	12:00N	12:30P	30S	08/21/12-08/24/12	TALK PHILLY	2	550.00	1100.00
11	M	1	12:00N	12:30P	30S	08/27/12-08/27/12	TALK PHILLY	1	550.00	550.00
12	T-F	1	04:00P	05:00P	30S	08/21/12-08/24/12	DR. PHIL	1	850.00	850.00
13	M	1	04:00P	05:00P	30S	08/27/12-08/27/12	DR. PHIL	1	850.00	850.00
14	T-F	2	05:00P	06:00P	30S	08/21/12-08/24/12	5PM EARLY NEWS	2	600.00	1200.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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NAME	SRCP MEDIA	TOM SMITH FOR SENATE		
AND	201 N Union St Ste 200	333 Allegheny Ave Ste 202		
ADDRESS	Alexandria VA 22314-2651	Oakmont PA 15139-2072		
CONTACT	BETSY VONDERHEID	PRODUCT EST#214		
LOCAL SALES PERSON	JOHN LINK POL.	AGENCY EST. NO. 214	PRODUCT CODE 9820	
NATIONAL SALES PERSON				
BROADCAST SCHEDULE STARTING 08/21/12 AND ENDING 08/27/12 NO. WEEKS: 1				

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			FROM	TO						
15	M	1	05:00P	06:00P	30S	08/27/12-08/27/12	5PM EARLY NEWS	1	600.00	600.00
16	T-F	4	06:00P	06:30P	30S	08/21/12-08/24/12	NEWS 3 AT 6	4	1200.00	4800.00
17	M	1	06:00P	06:30P	30S	08/27/12-08/27/12	NEWS 3 AT 6	1	1200.00	1200.00
18	Su	1	06:58P	08:00P	30S	08/26/12-08/26/12	SIXTY MINUTES	1	7000.00	7000.00
19	T-Su	4	11:00P	11:35P	30S	08/21/12-08/26/12	LATE NEWS	4	1800.00	7200.00
20	M	1	11:00P	11:35P	30S	08/27/12-08/27/12	LATE NEWS	1	1800.00	1800.00
21	T-F	2	11:35P	12:37A	30S	08/21/12-08/24/12	DAVID LETTERMAN	2	800.00	1600.00
22	M	1	11:35P	12:37A	30S	08/27/12-08/27/12	DAVID LETTERMAN	1	800.00	800.00
Total Contract:								38		38550.00
Billing Summary										
Qtr 3-12						Jul	Aug	Sep	Total	
						.00	31000.00	7550.00	38550.00	
GRAND TOTAL									38550.00	

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